

FIG. 1

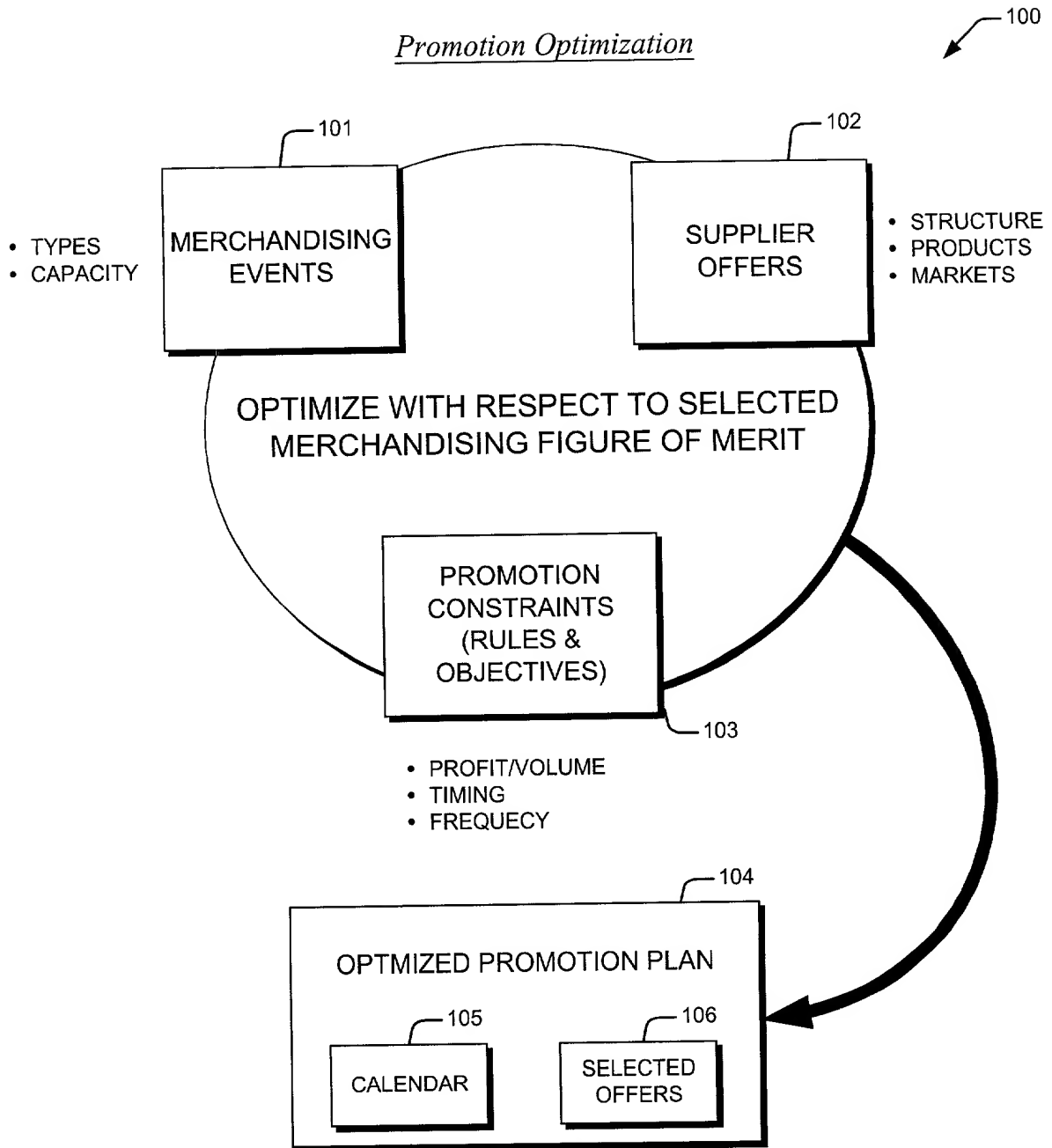


FIG. 2

*Apparatus for Merchandise Promotion Optimization*

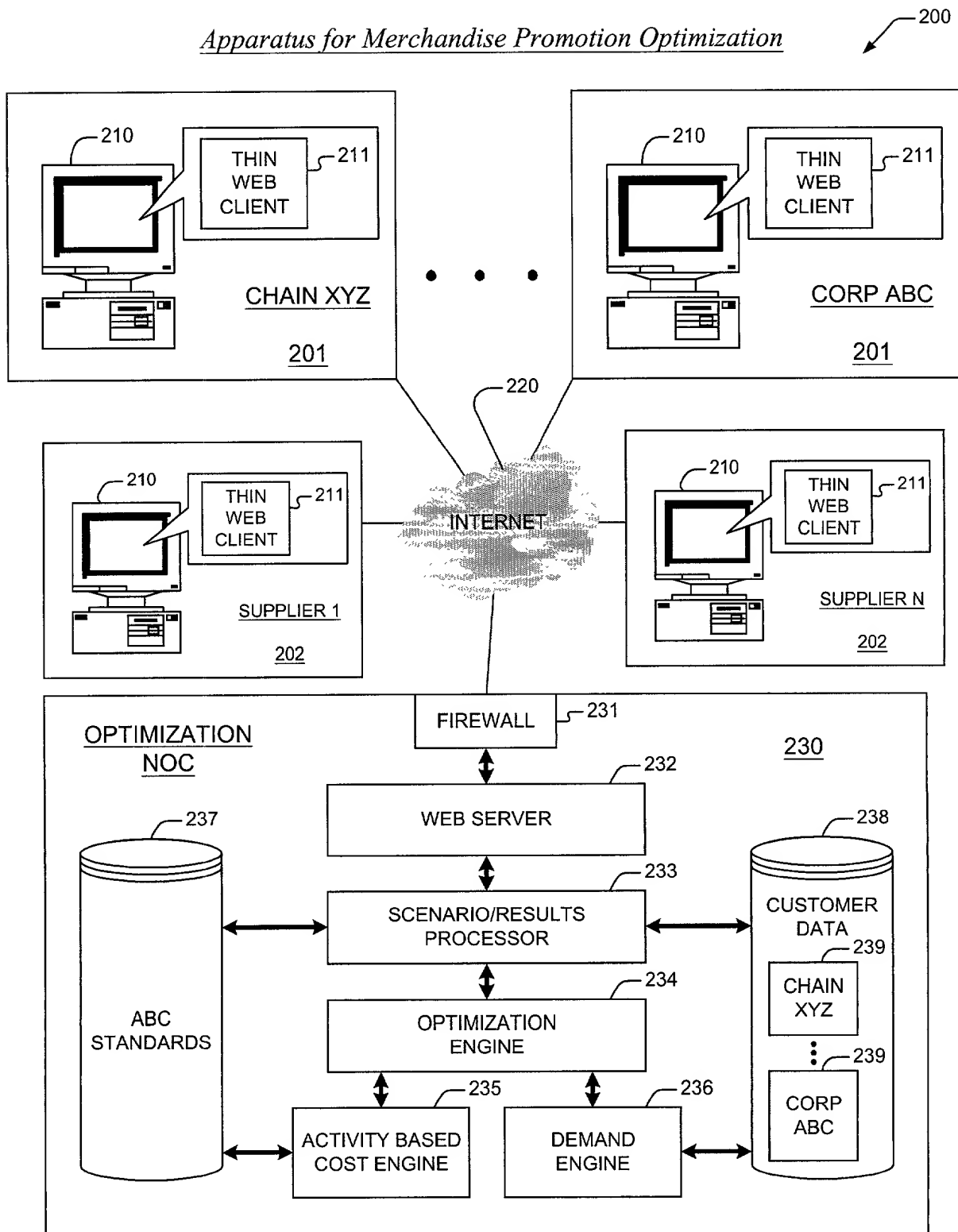


FIG. 3

Optimization Engine Details

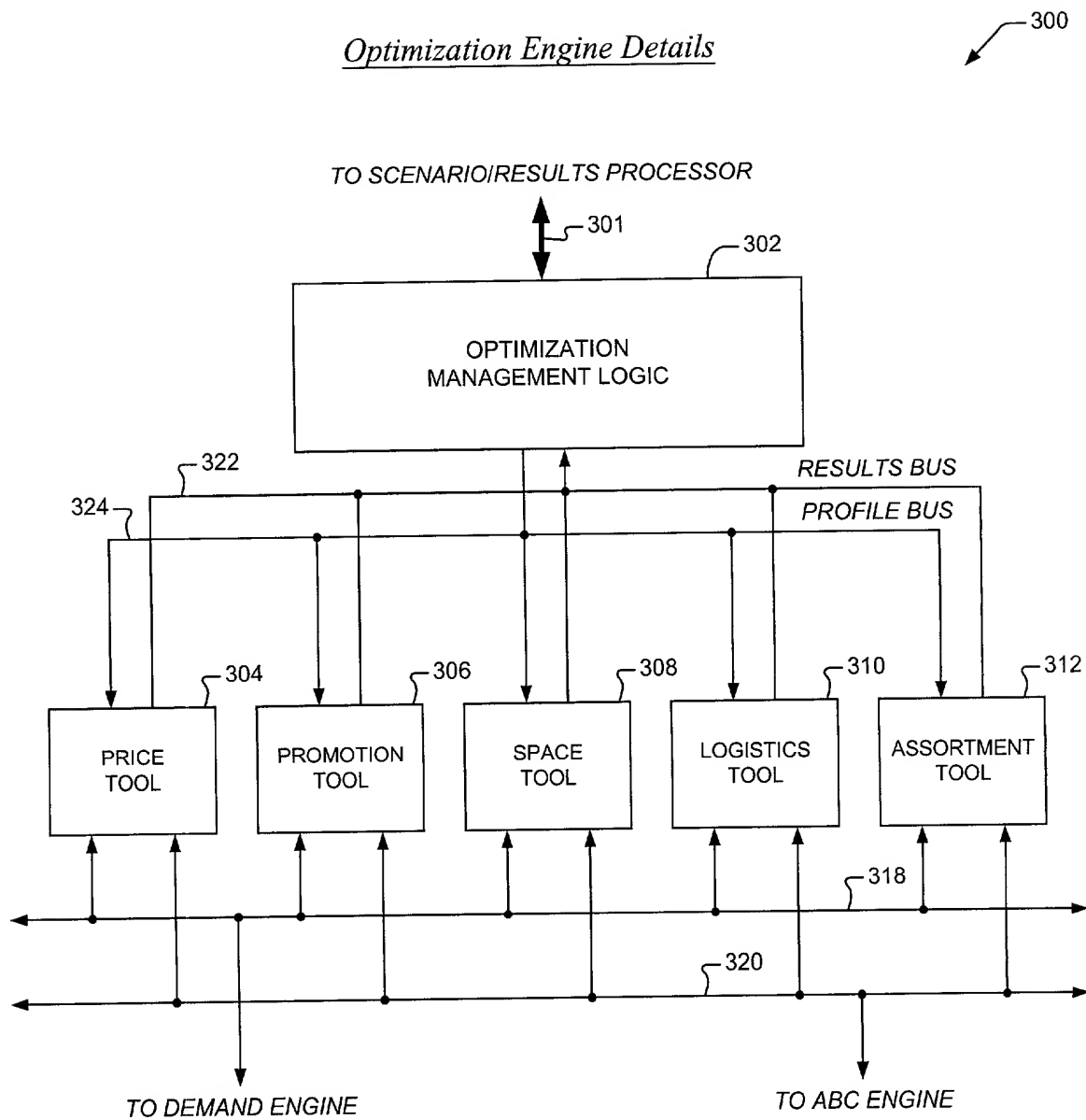


FIG. 4

Scenrio/Results Processor Details

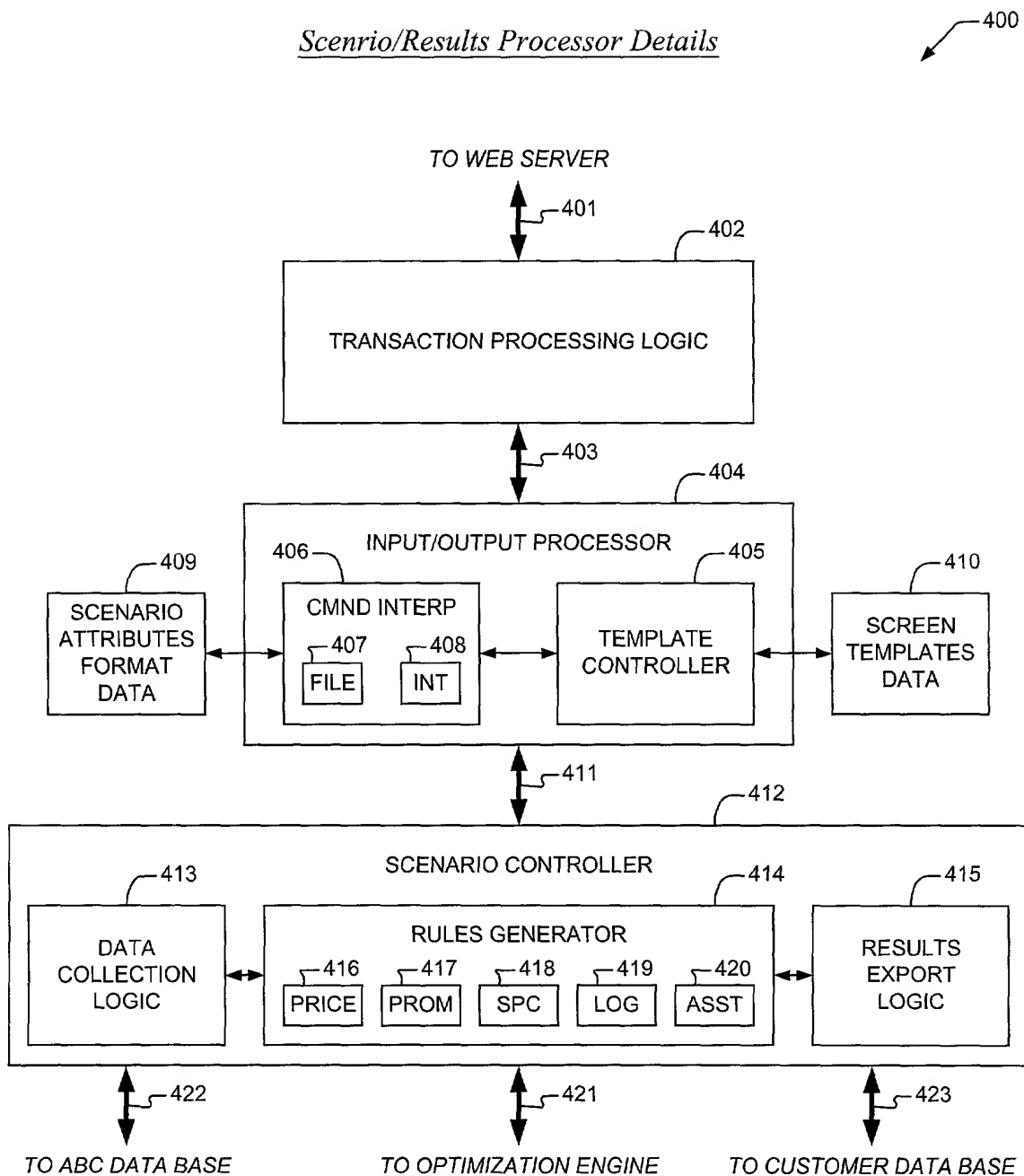


FIG. 5

Method for Optimizing Merchandising Promotion Plan

500

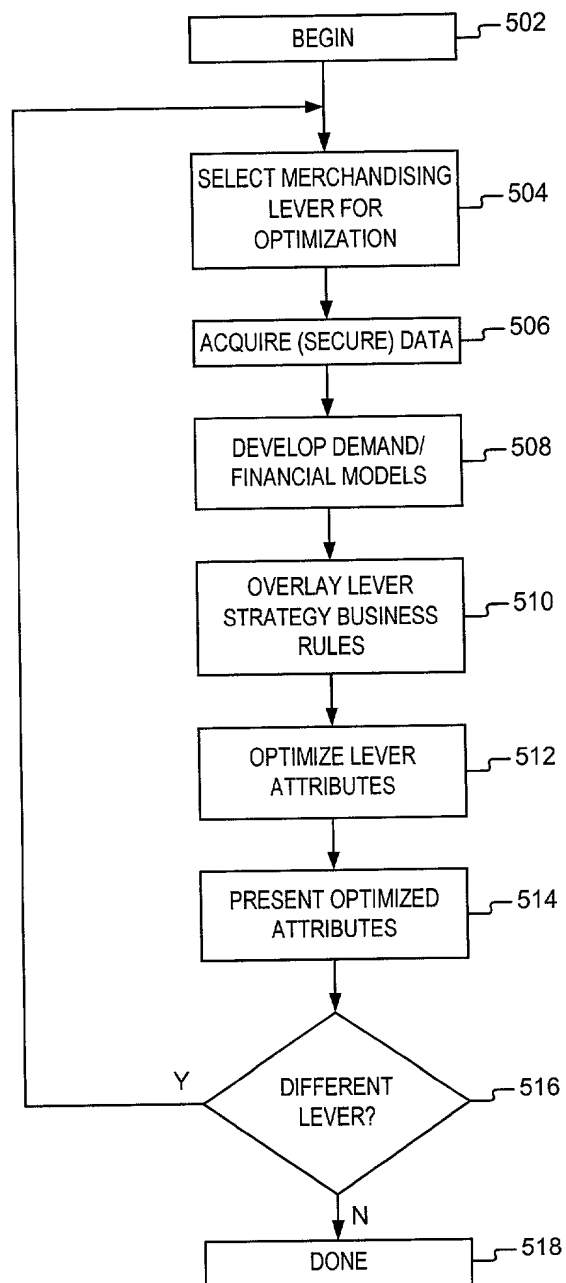


FIG. 6

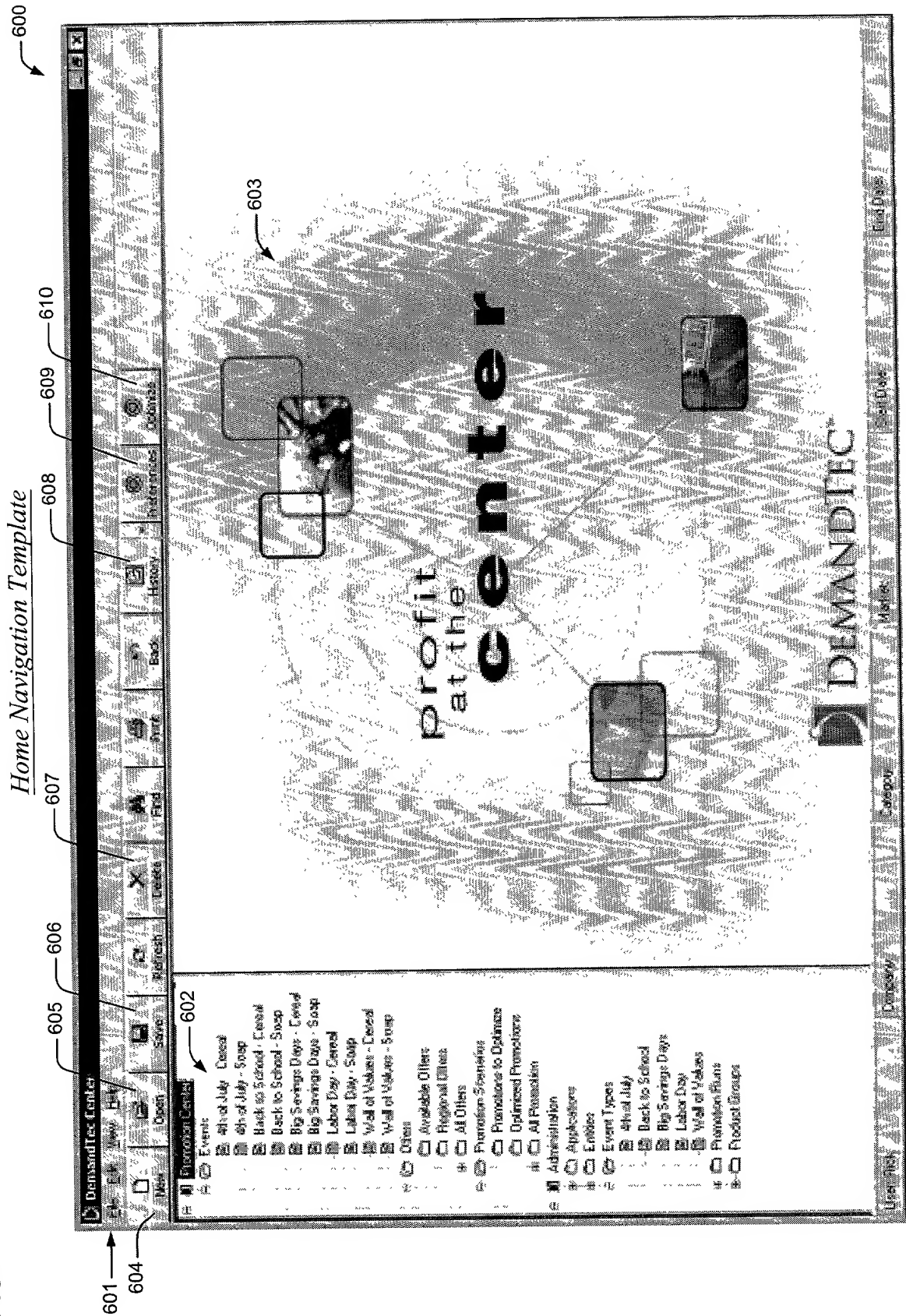


FIG. 7

Preferences Template

700

DemandTec - Promotion Center

### DemandTec Promotion Center - Planning Wizard

Add filters to establish global planning variables

Enter Planning Start and End Days 701 per Week Division, Categories, Markets 702

Start Date	End Date	Find	New	Clear
5/1/2001	5/1/2001	Find	New	Clear
5/1/2001	5/1/2001	Find	New	Clear
5/1/2001	5/1/2001	Find	New	Clear

703

704

705

North Atlantic

Next

Cancel

+

FIG. 8

## Promotion Event Configuration Template

806 DemandTec Center - Labor Day - Soap

804

805

802

803

801



FIG. 9

### Promotion Event Configuration Area

**Promotion Event Configuration Area**

Event Type: Sales Day (Active) Merchandise Price: \$10,000.00 Fixed Cost: \$3,500.00

Duration: 4 weeks

Week	Week 1	Week 2	Week 3	Week 4
Price	20	25	10	30

Min. Price: 100 Max. Price: 500

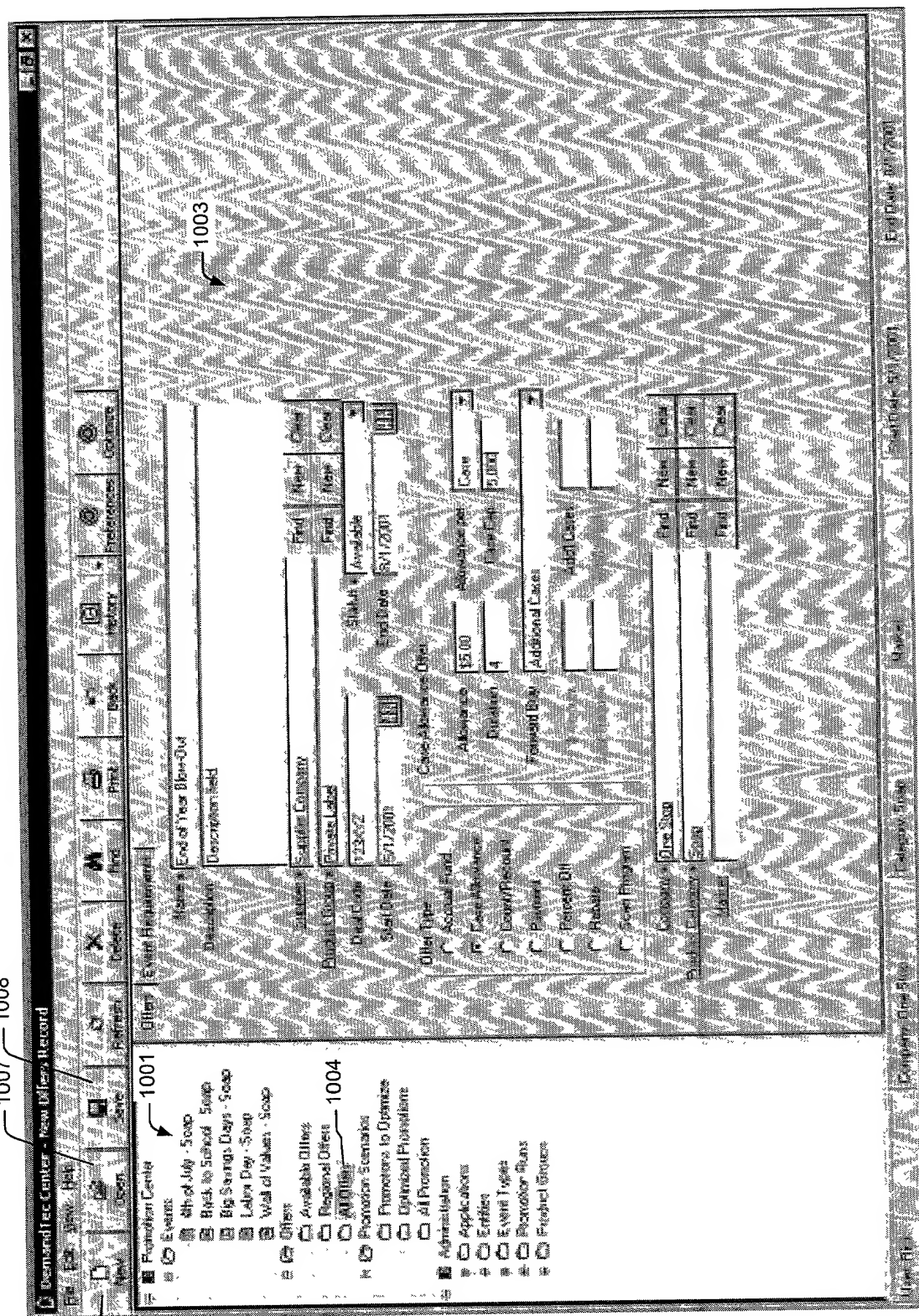
Capacity (Units): 1,000 Maximum Items: 2

Shopper Type: 2

In Store Display: ☒ In Front Flight: ☒

One Day: ☒ Fixed Cost: 5,000

### Supplier Offer Configuration Template



+

FIG. 11

Supplier Offer Configuration Area

1100

Offer Requirements		1101	
Name	End of Year Offer-Out		
Description field 1102			
1103	Supplier	Supplier Description	Find New Offer
1104	Product Code	Product Label	Find New Offer
1105	Start Date	12/20/12	Find New Offer
	End Date	5/1/2013	Find New Offer
	Offer Type	111	Find New Offer
	Account Type	111	Find New Offer
	Rate Difference	111	Find New Offer
	Current Record	111	Find New Offer
	Payment	111	Find New Offer
	Payment Dtl	111	Find New Offer
	Package	111	Find New Offer
	Screen Program	111	Find New Offer
	One Stop	1110	Find New Offer
	Product Category	1111	Find New Offer
	Notes	1112	Find New Offer

1108

1109

1110

1111

1112

+

### Promotion Scenario Configuration Template - Promotions Area





FIG. 14

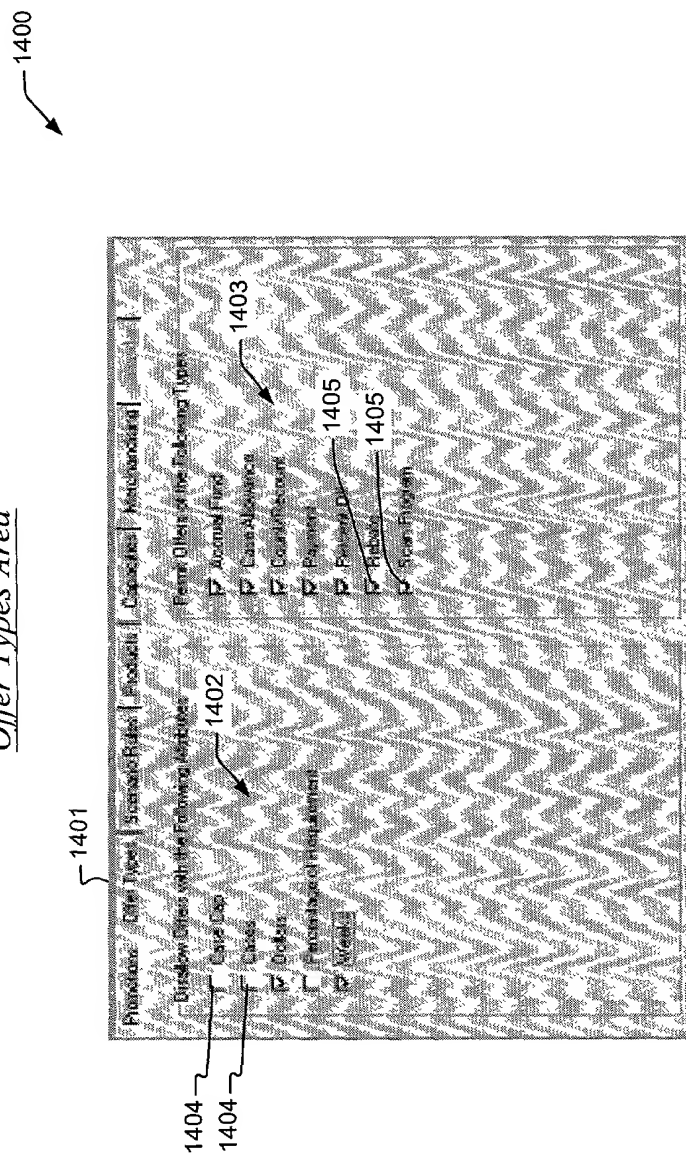
Offer Types Area



FIG. 15

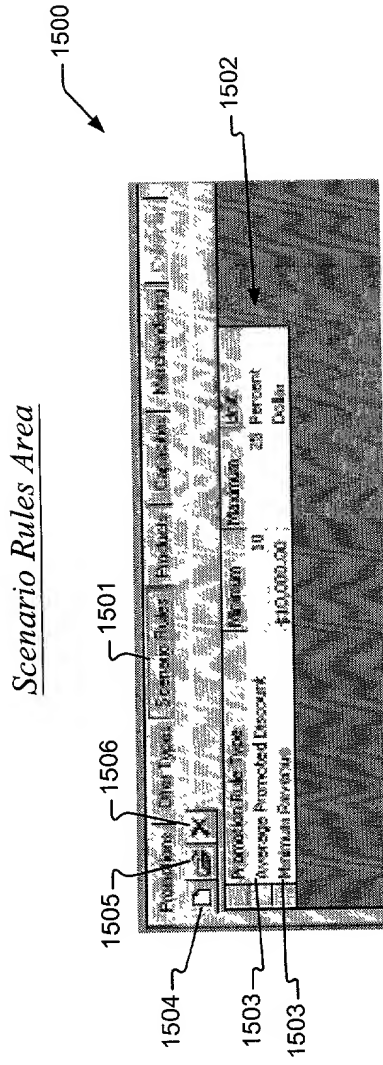


FIG. 16

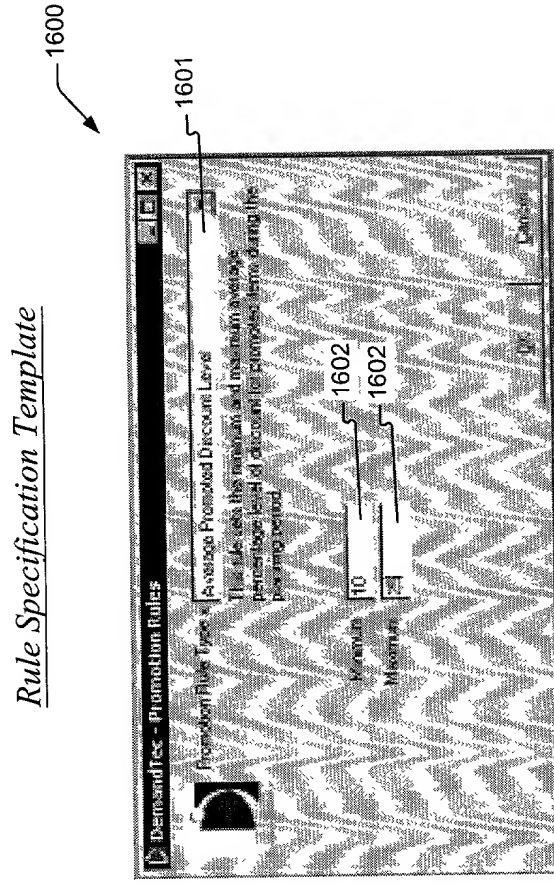


FIG. 17

Products Area

1701 { Standard Bus, Products, Major and Minor

1702 {

1703 {

1704 {

1705 {

1705 {

1700

FIG. 18

Capacities Area

1801 {

1802 {

1803 {

1804 {

1800

+



FIG. 19

Merchandising Area

Promotions
Offer Types
Scenario Rules
Product
Capacities
Merchandising

Category Promotion

Has Flag ☐ Min Price  Price Unit  Week  Gap Unit  Week

Brand Promotion

Has Flag ☐ Min Price  Price Unit  Week  Gap Unit  Week

Item Promotion

Has Flag ☐ Min Price  Price Unit  Week  Gap Unit  Week

1900

1901

1902

1903

1904

FIG. 20

Optimization Wizard - Promotion Scenario Selection Template

DemandTec - Promotion Center Optimizer

**DemandTec Promotion Center - Optimization Wizard**

Select a Promotion Scenario to Optimize

Scenario

2001

Back
Next
Cancel

2000

+

FIG. 21

Results Template - Optimized Calendar Area

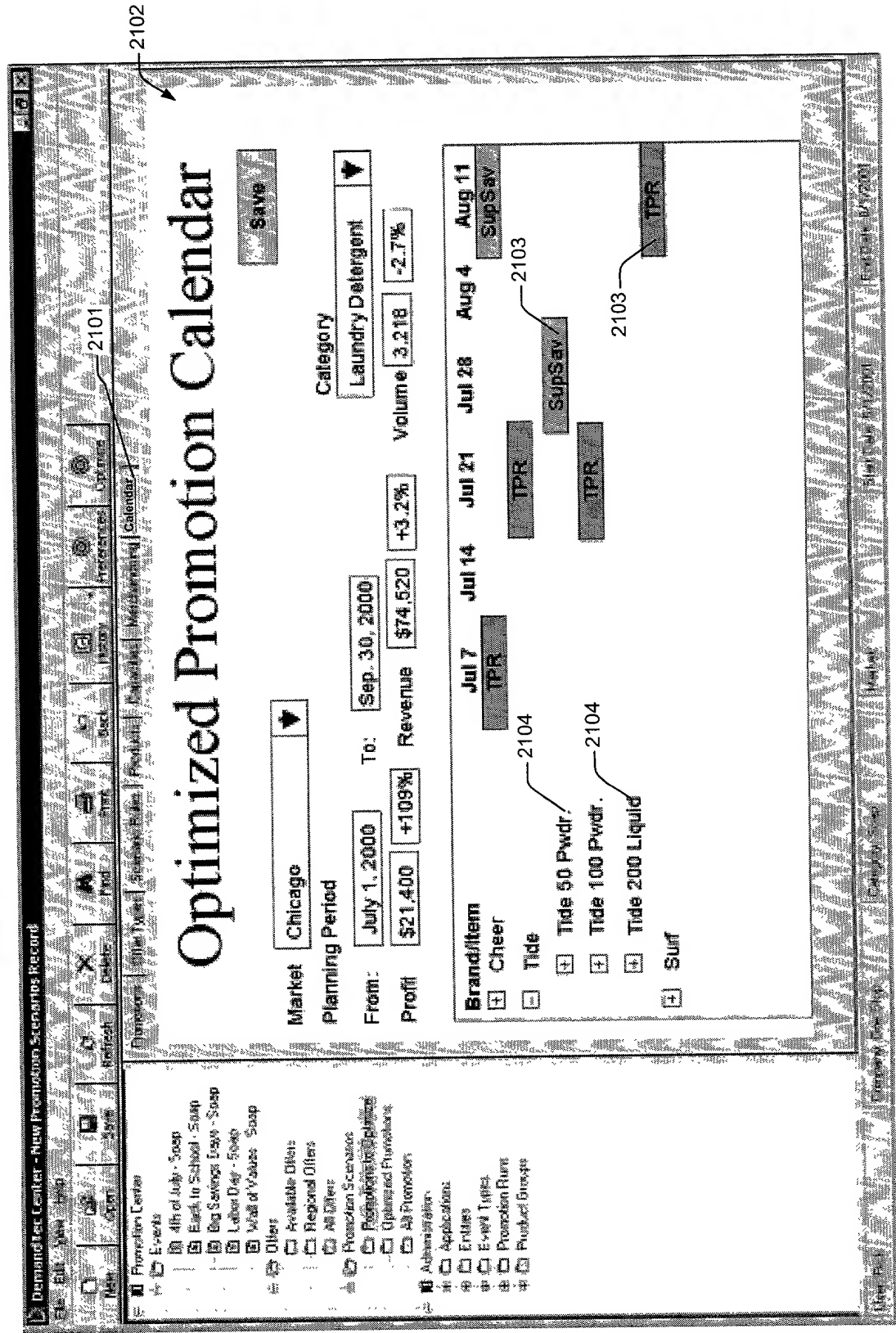


FIG. 22

Results Template - Event View Window

